

Fashion History

1960's - Present Day

1960's A-Line

- The 60's opened with the simple A-line dress. Most dresses were very simple and so accessories were both expressive and bold.
- Some fashion history writers have called this era the "Great masquerade."

1966

Stark

Raving

Mod!



1960's

- Eyes were lined with black, shadowed with frosty white, and topped off with a full set of false eyelashes. Lips were painted light to white.
- Twiggy was the top model. She was long and lean, which was a break from the fleshed Edwardian beauty seen in some form up through the 1950's



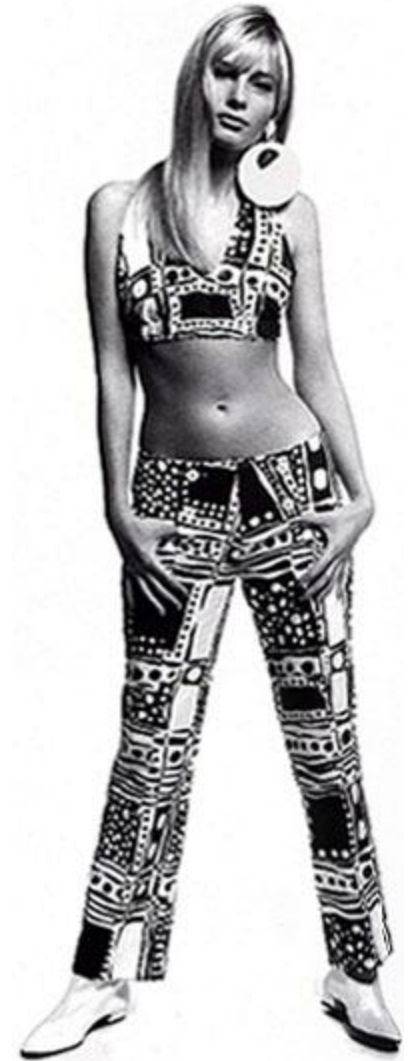
1960

- Everything seemed to go. The length might be mini, micro-mini, midi, or maxi. Even mixing these lengths was fashionable; a mini skirt with a maxi coat or vest. Maxi coats and sweater coats were really practical in cold climates for the mini skirt wearer.
- The “warbabies” or Baby Boomers, infants born immediately after the war ended in 1945, were maturing. By 1960 teenagers were a powerful group. In France, by the 1960’s one-third of the population was under the age of 20. In the United States, fully one-half of the population was under 25. This enormous group of energetic young also had their own minds for fashion and were not dictated to by Paris or by anyone else.



1960's – A-Line

- The 1960's was a time of action, violence, protest, rebellion, experimentation, and counterculture. Dramatic events took place during this decade and dramatic changes in fashion occurred.
- The 60-70's catered to the youth both in advertising and production in the clothing industry. Teenagers had money to spend (3.5 billion on apparel in 1965,) and enjoyed keeping up with the latest trends. During these years two sets of fashion developed side by side: fashion for the young and fashion for the rest of society.



1960

- No other landmark of the 60's was the pants suit. "Women had attempted pants since the days of Mrs. Bloomer. Chanel, in the 1930's made them acceptable as sportswear and during the war years overall and jeans were a practical necessity. But trousers for women always had decided overtones of the resort or the assembly line. They had never been totally respectable.
- A major fashion breakthrough of the late 60's was the tailored pants suit. It was seen everywhere and was chic, elegant, comfortable, and convenient, not to mention practical.

Movements of the 60's Civil Rights



- There were three major movements during the 60's that helped to shape fashion:
- First – The Civil Rights Movement sparked an impressive move to ethnic fashion. Blacks and whites alike found interest in the African colors and prints. Afro hairstyles were worn by most blacks and some whites used perms to get the Afro hairstyle. Some Afros could be measured at 3 inches above the scalp going straight up and straight out. Most were shorter and more natural looking. The expression of the day was “Black is Beautiful.”

Women's Liberation

- Second – The Women's Liberation Movement caused women to burn their bras and wear men's clothing. The “unisex” clothing, clothing worn by both sexes, is a result of this movement coupled with the sexual revolution that was taking place at the same time. Girls turned to pants because they preferred the long, clean, “liberating” line. Boys wore embroidered shirts and beads because peasant embroidery and bright colors offered a liberation from the notion of what had been masculine taste for 150 years.
- Women's underwear went from wired bras to no bras at all or stretchy elastic bras with little or no support. The tight 1950's girdles with garters and nylon stockings that ended mid-thigh, were knocked into history by the comfortable one-piece nylon pantyhose.

The Peace Movement

- Third – The Peace Movement (or anti-Vietnam War Movement.) The Vietnam War was not anywhere as popular or supported as the two world wars had been. This war had the opposite effect on the country; instead of pulling the country together to save resources, the country was pulled apart. Everyone took sides. The teenagers who revolted against the war and the “established” way of living, and working were called “hippies.”
- The hippie dress was a throw back to the beatniks of the 1950’s. It was a casual, sometimes sloppy dress. The main focus was self-expression. Whatever you wanted to wear, you wore. The hippies were not a majority of the teenagers, it should be noted, although some of the fashions spilled into the mainstream teen fashion.

60's British Invasion

- The most memorable fashion details of this era would be bell bottoms, mini-skirts, and platform shoes. Others include the A-line skirt and dress, boots, and the “Mod Look” brought to the United States by the Beatles and other musical groups.
- It was called the “British invasion” but it wasn’t a reference to the military, but rather an invasion of American culture. The music, fashion, hairstyles, and make-up, to name a few were transferred across the Atlantic and took the 60’s by storm.



The Invention of the MINI skirt

- The mini was one fashion that hit early in the 60's. It was the design of Mary Quant from Wales. She is regarded as the mother of the mini and high boots; shoulder bags and the “poor boy” sweater. “Pop” and “Mod” were terms also borrowed from the British to describe fashion of this time.
- Another word used to describe the 60's is psychedelic. It was at least true for the colors and fabrics of that time. Floral patterns reflected the “flower power” theme of the hippie movement. Daisies, mums, and other flowers adorned everything from fabrics to wallpaper, from busses to vans. The colors were bright and bold.



Mary Quant

The Calm of the Sixties

- Jacqueline O. Kennedy also stood out at this time to represent a more conservative fitted dress favored by many women.



Events that changed Time:

- Vietnam War (1961-1975, American Involvement)

Movies about the 60's

- Breakfast at Tiffany's*
- Forest Gump

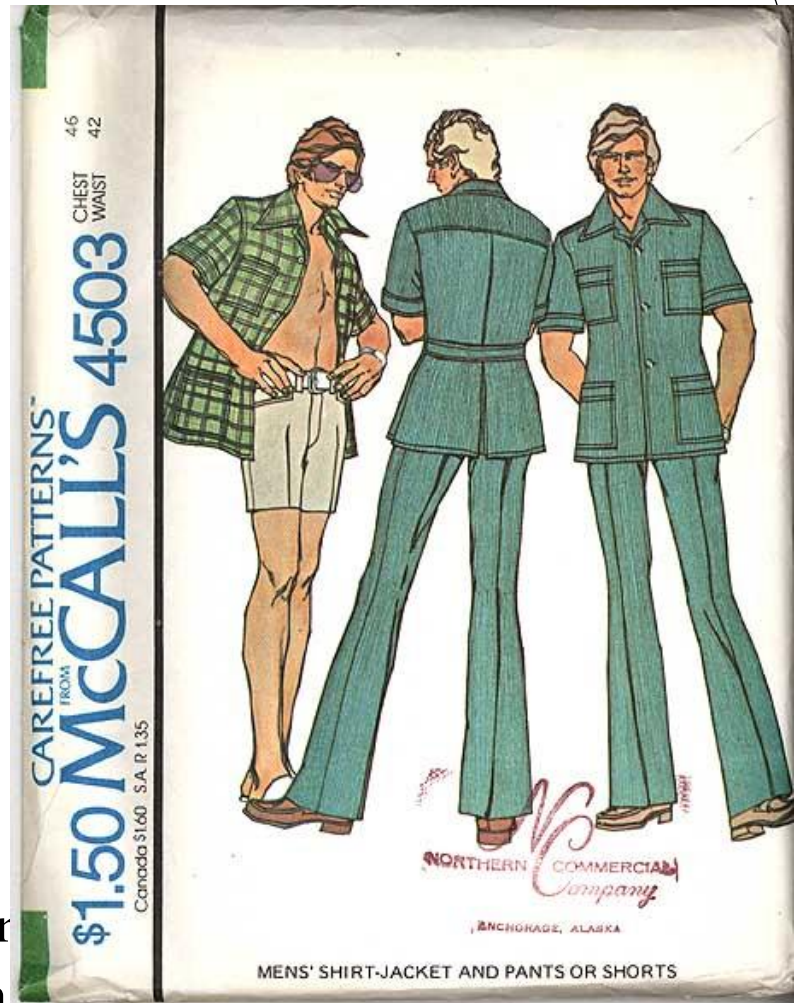
1970's SHOES

- For women: platforms and clogs.
- For men soft leather or leather with contrasting designs.



1970's -

- Fashions in the 70's were extremely flexible. Most people dressed to identify with their particular lifestyle rather than fit into any fashion mold sent from Paris or anywhere else. Man-made fibers had progressed due to the high tech of the day. Polyester, that had been developed as early as 1939 and shelved until after the war, was a very popular fiber. It was blended with natural fibers giving the fabric the advantages of both fiber groups.
- Some men's suits were fashioned in 100% polyester and marketed as the wash and wear suit. It was called the "leisure suit" and had a brief moment in time. It was very casual with buttons down the front, patch pockets, and bell bottoms. It was comfortable and easy to care for, as well as being wrinkle-resistant.



1970's

- The hippie influence was still seen in bright beads, embroidery on shirts, Levi pants and jackets, and tie-dyed fabrics. Long hair was a hot topic; first seen as a sign of rebellion, and later accepted as fashionable, “in moderation.” Sideburns were worn long; beards and moustaches were popular for both teenagers and their parents.



Bee Gees

Disco Fever and the Bell Bottom

- Teen styles were extreme. Pants were worn skin tight; hip hugger pants and skirts were worn with hip belts; a wide bell bottom style was popular in pant legs and sleeves. In the early 70's cuffs on trouser style pants for both men and women were reintroduced.
- Pant legs got wider and wider and were worn long enough to cover the shoe and scrape the floor. Platform shoes got higher and higher with very chunky heels.



1970's Hair

- Hair for teenage girls... the longer and straighter the better. Orange juice and soup cans were recycled into curlers to straighten out hopelessly wavy or curly hair. If the cans didn't work, then girls tried to iron their hair straight. Full bangs were worn long enough to cover the eyebrows, but not long enough to merge with the false eyelashes.



From Conservative to Dramatic

- Angel sleeves shown below are yards of fabric added on the sleeve for a dramatic look.
- In contrast, cardigans
Are also in style during
This time, especially on
Mr. Rodgers!



Movies that represent the 70's

- Brady Bunch



1980's

- The fitness craze of the late 1970's brought a major change to the athletic clothing industry. Spandex was in; comfort and function were paramount. Men and women hit the gyms, spas, and athletic centers in droves creating a big market for athletic clothes that were not only functional but attractive and flattering. Lycra in bright colors worn with “leggings” and thick socks pushed down to the ankles in puddles, was the preferred fabric for aerobic exercises.
- The old “gym shoe” was replaced with 100 or more different kinds of specialized sports shoes. Whatever you planned to do, there was a special shoe to do it in.



1980's Working Girl

- During the 1980's many women continued in or joined the work force. In order to be taken seriously by some, women needed a better fashion image at the office. The "power suit" was designed. It was a broad-shouldered lapel jacket worn with a white or light colored blouse (feminine but not too sexy or lacy)' a skirt was worn with the jacket. Pants were seen as too casual. The power color for the power suit could be navy, black, gray, burgundy, but not brown. Pump shoes were appropriate; not too high for the heels but not completely flat either.

1980's Look

- Colors in women's dresses were very rich; fabrics were fluid and flowing. Rayon, improved by new technology during the 70's was a very popular fabric. Ramie was a popular natural fabric added to cotton or acrylic for luster.
- The oversized shirt, sweater, and sweatshirt look was in. Some were huge through the shoulders, bustline, and waist, and narrowed to the thighs. Some tops were worn long and belted.



80's The Stars Shine Again

- Fashions focused on many music stars styles.
- Rock star, Madonna, release a video in 1985 wearing ripped jeans, lace, and lacy bustier. That launched the camisole craze worn with jeans, pants, or skirts and jackets.
- Michael Jackson was a hit with his breakdancing and one gloved hand.



80's - Couture

- The fashion industry became more international.
- Many designers turned out up to 20 collections a year.
- Mass-market fashion and catalogs got much better.
- Couturiers decided to rip themselves off for a change and started a score of less expensive lines.
- AIDS thinned out many talented fashion designers.

80's Still More Comfort Wear

- Day-Glo Body Glove answered women's request for walking and running wear.
- Reeboks became "public transport."
- The bodysuit made a comeback, focusing on a trim torso, wide shoulders, trim waist and hips.
- Jane Fonda creates designer sweats for her aerobic workouts.

80's - Brand Names

- Brands began to cover all clothing. The name on apparel was usually more important than the item itself.
- Guess? Jeans hit the stores in 1981.
- Swatch watches hit big in 1983.
- The first Benetton shop opens in the U.S.

80's

Looking towards a Princess

- The Princess of Wales, Dianna was the world's top cover girl.

80's Textiles & Prints

- The early 80's were concerned with the environment, natural fabrics like cashmere and cotton were very popular. Real furs were banned or shunned by many.
- Later 80's brought a desire for man-made rayon and the acetates.
- T-shirts were printed with animal prints, OP art designs, puff paints, sequins and fringe.
- Blue denim shirts and jeans, western details, jeans and blanket coats were great.
- Ethnic prints, nautical styles and country prints were big the last half of the decade.
- Men's ties sprouted floral pattern and bold bright colors.
- Shorts became a year 'round style using fabrics like denim and corduroy and are worn both by guys and girls.

80's Fashion Victim & The European V

- It would be hard to understand the woman of the 80's by looking at the fashions of the time. There were power suits on one hand and very sexy, frivolous fashions on the other. Don't forget the athletic attire and casual at-home clothes. This was the decade when women wanted it all; husband, children, career. And time for self expression. All of these needs required special clothes
- Shoulders were severely padded in the mid 80's. Shoulder pads appeared in everything; blouses, sweaters, robes, t-shirts, and dresses. Exaggerated lapels and flared jackets were also stylish.

1980's - the HAIR!

- The bigger the better would explain the hair of this period. Hairspray and ratting were an everyday need to obtain the height of the time. Bangs were very popular and often lifted many inches above the scalp.
- Crimping hair was very popular as well.



Movies from the 80's

- Some Kind of Wonderful*
- Pretty in Pink*

1990's – A-Line

- Like the sixties any length of skirt was in. Long flowing a-line skirts become fashionable again.
- The 90's borrows fashions from the 60's and 70's especially.
 - Platforms return!
 - Bell-bottoms and flares are back!



The stone-washed look of the 80's turns into a worn, dirty look in the 90's.



90's – Shoe Obsession

- Shoes are bought for every purpose. The decade starts with a natural carefree Birkenstock and comfortable sport shoes and ends with platforms and Mary Janes.



90's – Attack of the Cell Phone

- Cell phones become very inexpensive and everyone starts to buy in. They are not only for communication but become an accessory and have their own accessories! Bags and purses are created to carry the new found necessity.



90's – The Bare Midriff

- Shirts are cut short and the hip huggers of the sixties return. This time the hip huggers leave skin to be seen.
- The fifties are seen in the return of “clam diggers” now called capris.



Movies from the 90's

- Clueless*
- She's All That*

Fashion Predictions

- What predictions can be made about the years to come?
- What trends are already beginning?

2000's

- With the decade just beginning it is difficult to predict exactly what will happen.
- One prediction is that black will remain to be seen!



2000's

- A “retro” look has begun mixing hits of the past and regurgitating them in styles for today. Trends show that we will most likely borrow several fads from the 80's.
- Proof of this prediction is seen in large hoop earrings, the return of the more fitted leg, pleats, gathers and ruffles in shirts.



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